



## FIREURISK - DEVELOPING A HOLISTIC, RISK-WISE STRATEGY FOR EUROPEAN WILDFIRE MANAGEMENT

<b>Grant Agreement Number:</b> 101003890	
<b>Call identifier:</b> H2020-LC-CLA-2018-2019-2020	
<b>Topic:</b>	LC-CLA-15-2020 Forest Fires risk reduction: towards an integrated fire management approach in the E.U.
<b>Instrument:</b>	RIA

### D6.8 Communication plan - v.3

<b>Deliverable Identifier:</b>	D6.8
<b>Deliverable Due Date:</b>	31/03/2025
<b>Deliverable Submission Date:</b>	31/03/2025
<b>Deliverable Version:</b>	v.3
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<b>Work Package:</b>	WP6 - Policy integration & outreach- Networking & dissemination
<b>Task:</b>	Task 6.3 - Communication and Dissemination
<b>Dissemination Level:</b>	<input checked="" type="checkbox"/> PU: Public <input type="checkbox"/> CO: Confidential, only for members of the Consortium (including the Commission Services)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003890.

## Revision History

Version	Date	Edited by	Description
v.1.1	23/11/2022	Kira Keini, Scienseed	Document Content outline / structure
v.1.2	11/01/2023	Kira Keini, Scienseed	Draft version
v.1.3	23/01/2023	Kira Keini, Scienseed	Complete version
v.1.4	25/01/2023	Klelia Petrou, EUC	Review- WP6 coordinator
v.1.5	08/02/2023	Kira Keini, Scienseed	Edited version
v.1.6	14/02/2023	Klelia Petrou, EUC	Review-WP6 coordinator
v.1.7	14/02/2023	Kira Keini, Scienseed	Edited version
v.1.8	28/02/2023	Catarina Matos, ADAI	Edited version
v.1.9	01/03/2023	Lucretia Pettinari, UAH	Edited version
v.2	16/03/2023	Kira Keini, Scienseed	Final version for submission
v.3	06/02/2025	Beatriz Fernández, Scienseed	Draft version
v.3	14/03/2025	Klelia Petrou, EUC	Review from WP6 leader

## Quality Control

Type	Date	Reviewed by	Approved/Comment
Internal	23/11/2022	Lucas Sánchez, Scienseed	Approved
Internal	12/01/2023	Lucas Sánchez, Scienseed	Approved
Internal	28/02/2023	Catarina Matos, ADAI	Approved
Internal	01/03/2023	Lucretia Pettinari, UAH	Approved
Internal	06/03/2023	Tiago Rodrigues, ADAI, on behalf of QRB	Approved
Internal	06/03/2023	Vasileios Kazoukas, KEMEA	Approved
Internal	14/03/2023	Domingos Viegas, ADAI, SC	Approved
Internal	12/02/2025	Lucas Sánchez, Scienseed	Approved

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## Executive Summary

This document presents the final revision of the communication plan initially developed for the FirEURisk project. The plan was designed as a strategic framework to guide communication activities throughout the four-year duration of the project.

In this final review, a comprehensive overview is provided of all communication actions undertaken since the release of version 2 of the plan. Over the past two years, website traffic has successfully increased, dissemination materials for training events and online webinars have been developed, and blog content featuring interviews with project partners has been produced to highlight key achievements. Additionally, both online and offline materials have been created for meetings and presentations, with a strong focus on maintaining an active presence on social media.

This document presents a detailed account of the communication initiatives carried out during the last phase of the project and includes key performance indicators (KPIs) to assess the outcomes achieved in comparison to the initial objectives. This revised version of the plan will be submitted to the European Commission by month 48 of the project

### Key take aways

- **Support for project partners**

Materials have been developed for over 10 events, including training sessions, webinars, pilot site demonstrations, demonstration events, and plenary meetings. These materials ranged from banners to social media dissemination content. Additionally, all relevant resources have been uploaded to the website to ensure that all created materials remain accessible for future reference.

- **Adapting to social media changes**

The social media strategy was adjusted in response to platform changes. Following major policy shifts and a user exodus from X (former Twitter), engagement on the platform was reduced, and a presence was established on Bluesky, which offers a more professional and stable environment. Furthermore, project updates have continued to be shared, and collaboration with other EU wildfire initiatives has been maintained, increasing visibility and outreach within the European research community.

- **Final video showcasing results**

A final video has been produced that highlight not only the project's overall strategy but also key outcomes, products developed over four years of research, partner interviews, and footage from various meetings held throughout the project



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## 1. Introduction

### 1.1 Purpose of the document

Effective communication played a crucial role in the success of the FirEUrisk project. This document outlines the communication strategy and actions implemented throughout the project, ensuring that key findings, developments, and results are effectively disseminated to relevant stakeholders, including policymakers, researchers, practitioners, and the general public. By fostering awareness and engagement, communication efforts contribute to the project's overarching goal of improving wildfire assessment, reduction, and adaptation.

This revised version of the communication plan provides an overview of the activities carried out since M24. It also highlights the adaptations made in response to evolving challenges, and the impact achieved through various communication channels. Additionally, it serves as a reference to assess the effectiveness of these efforts. This ensures that the project's insights and recommendations reach the appropriate audience and support informed decision-making in wildfire management.

### 1.2 Summary of changes to the first version of the communication plan

In the last few months, the plan has been reviewed and modified to ensure the objectives set for the project's completion are met. Below, the major changes, adjustments, and comments in this plan are highlighted:

- One of the most significant changes is the creation of a new social media account on BlueSky (new section 6.2.3), following the mass exodus from X due to its policy changes over the past few months. Luckily, BlueSky has proven to be a good alternative, and it could serve as an effective platform to spread fire-risk messages.
- An impact boost tool was used before Twitter became X, but it became unavailable due to internal policy changes. As a result, the parameters outlined in the last communications plan have not been re-measured, nor has an annex been included as in the previous two versions.
- Numerous updates have been made to the website, complementing it with products, results, and publications from the project, as well as sharing training events and webinars hosted by partners. The website will become a valuable resource for people to revisit once the project is complete, offering access to the knowledge produced throughout the years.

- A final video has also been produced to showcase the project's results, which, alongside the motion graphics created at the beginning, will serve to illustrate the project's objectives and the outcomes of work in wildfire prevention, assessment, and mitigation.

### 1.3 Structure of the document

This document is organized into 10 sections, starting with an introduction, followed by a summary of the actions completed and the impact achieved through the project's communication efforts. The next section provides a revised analysis of the project's current situation, outlining key circumstances and challenges. Following this, the strategic guidelines of the project's communication plan, including its goals and mission, are presented. Section 5 focuses on the key stakeholders and target groups identified throughout the project. Section 6 details the communication channels and methods used during the project, highlighting the activities conducted within these channels and their impact. Sections 7 and 8 cover the key messages directed at various audiences, alongside the actions taken to communicate these messages throughout the project's lifecycle. Section 9 outlines the FirEURisk communication monitoring and impact, along with the final numbers achieved by the project. The final section, Section 10, concludes with a final view of how the communication plan has worked throughout the project.



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## 2. Impact of communication during the project

The communication efforts for FirEUrisk have been highly effective, successfully delivering the project's key messages. As a result, effective synergies were established with other EU projects related to wildfire management. Local communities were successfully engaged through demonstration events, ensuring that wildfire risk awareness reached beyond research institutions.

Stakeholders, policymakers, and end-users played a crucial role in the communication strategy by actively participating in training events, online webinars, and even Plenary Meetings. These interactions were essential, as communication is a dynamic, circular exchange rather than a one-way process. Their feedback provided insights and helped refine communication strategies, ensuring the relevance and impact of the messages.

A significant part of the communication efforts has focused on tracking metrics and monitoring key performance indicators (KPIs) since the last review of the communications plan. All social media accounts have been closely monitored, except for Bluesky, which has not yet established a metrics system, as explained in section 6.2.4. Additionally, website traffic, average time spent on pages, blog engagement, material downloads, and video views have been tracked to assess the reach and effectiveness of dissemination activities within the project.

Now that the project is complete and all metrics have been gathered, it is possible to reflect on the successful achievement of most KPIs. The project's presence has been strong across traditional media (including press, TV, and international podcasts), social media, and more specialized channels. The following pages will provide a comprehensive overview of all that has been accomplished.

### 3. Situation analysis

An internal and external situation analysis was produced at the beginning of the project as part of the communication plan. This revised version covers only the changes made to the original situation analysis. For the full situation analysis, please refer to D6.6.

#### 3.1 External context

- **EU Fire Projects United:** Strong collaboration has been maintained with related EU projects and initiatives such as TREEADS, SILVANUS, and FIRE-RES. Activities have been closely followed, with a dedicated hashtag (#EUFireProjectUnited) created to highlight joint efforts. Collaborative participation in webinars and two in-person events with FIRELOGUE has occurred since M24.
  - **The Civil Protection Forum - June 2024:** Participation in this event highlighted key contributions to civil protection and wildfire risk management.
  - **Clustering Event 03 - Final Wildfire Risk Management (WFRM) Clustering Event 2025:** Will participate in this final event to present and discuss the outcomes of the project in the context of wildfire risk management.
- **Increased public awareness of wildfire risks:** Public interest and awareness surrounding wildfires have significantly grown, particularly following high-profile events such as the devastating fires in California, Australia, and Greece. FirEUrisk has successfully leveraged this increased awareness to engage more effectively with local communities and stakeholders, aligning with the broader shift towards community-based disaster risk reduction.
- **Networks:** Over the course of the project, a comprehensive network has been established, facilitating numerous activities aimed at exchanging project outcomes and strategies. Detailed descriptions of these actions are provided in Deliverable D6.3.

FirEUrisk has engaged in numerous activities with various groups and projects, including LIFE Resilient Forest, PYROLIFE, FIRELinks, RESPOND-A, SAFERS, FIRE-RES, FIRELOGUE, SILVANUS, TREEADS, NEMAUSUS, and SEMEDFIRE. These collaborations have fostered the exchange of knowledge, shared strategies for wildfire risk management, and supported joint efforts in wildfire prevention and resilience across Europe and beyond.



Figures 1a, b, c. Screenshots of social media interactions between projects and networks.

### 3.2 Internal context

The internal analysis reveals effective outreach, with dissemination reaching beyond the project's social media through strong partner support. Their initiatives, along with published articles and offline materials, have successfully broadened reach and engaged the audience.

### 3.3 SWOT analysis for the communication plan

#### 3.3.1 Status of the points presented in initial SWOT analysis

A SWOT analysis for the FirEURisk project on wildfires helped assess the initiative's internal strengths and weaknesses, as well as external opportunities and threats.

Since M24 of the project, FirEURisk has made progress in advancing wildfire risk assessment and management across Europe. The project has developed innovative tools, training programs, and stakeholder engagement strategies to improve fire prevention, response, and mitigation. Efforts have focused on integrating scientific research with practical applications, fostering collaboration between experts, policymakers, and emergency services. However, challenges remain, including the complexity of coordinating multiple partners, the need for stronger policy integration, and the increasing threat posed by climate change.

With this progress and challenges in mind, the SWOT analysis below provides an overview of FirEURisk's current position and potential future directions.

#### 3.3.2 Updated SWOT analysis

Although some of the considerations presented in the initial analysis D6.6: Communication Plan – v1 remain valid, this revised plan focuses mainly on those that are most relevant at M48:

Table 1. SWOT analysis as of February 2025

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <b>Comprehensive training initiatives:</b> FirEURisk has successfully organized training sessions, such as those on the European fuel map and classification system, enhancing stakeholder knowledge.</li> <li>• <b>Integrated fire management approach:</b> The project has demonstrated a solid methodology, producing over 80 products that can be disseminated and used beyond its completion.</li> <li>• <b>EU-related fire project collaborations:</b> FirEURisk maintains strong connections with similar EU wildfire projects, organizing clustering events to share knowledge and build upon collective efforts.</li> <li>• <b>Strong social media presence:</b> With more than 5,000 followers across all accounts, FirEURisk has built a strong social media presence—something rare for a European project. This following provides a solid platform to disseminate the project's work and maintain visibility even after its completion.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Consolidating project outputs:</b> With so much work done over the past four years, one challenge is bringing together all the deliverables and uploading them to the website for effective dissemination. There is a risk of losing valuable material if it's not properly organized and made accessible.</li> <li>• <b>Ensuring practical relevance:</b> Efforts should be made to ensure that the material is not only accessible but also remains valuable and usable beyond the project's duration.</li> </ul>
Opportunities	Threats

<ul style="list-style-type: none"> <li>• <b>Long-term impact and legacy:</b> The resources and materials developed by FirEURisk provide a solid foundation for continued wildfire management and prevention efforts. These outputs can be leveraged in future projects or initiatives, ensuring that the work done continues to have an impact after the project ends.</li> <li>• <b>Policy influences and advocacy:</b> Given the project’s alignment with EU environmental strategies, FirEURisk has the opportunity to influence policy and drive the implementation of wildfire prevention and management strategies at the national and EU levels.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Loss of trust in social media platforms:</b> Changes on platforms like X have led to a loss of trust, which could impact the ability to reach and engage the target audience effectively, limiting the project’s visibility and communication channels.</li> <li>• <b>Securing ongoing funding and resources:</b> As the project nears completion, ensuring sustained funding and resources to continue efforts beyond M48 may be challenging, which could hinder the long-term impact and scalability of the work done.</li> </ul>
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The FirEURisk project has made significant progress in addressing wildfire management through approach. Its strengths include successful training initiatives that have improved stakeholder knowledge, a solid integrated fire management methodology, and strong collaborations with other EU wildfire projects. Additionally, the project boasts a robust social media presence with over 5,000 followers, providing an effective platform for disseminating its work.

However, some challenges persist. The consolidation of the project’s numerous outputs for dissemination is a key concern, as organizing and uploading materials to the website may result in valuable content being overlooked if not handled properly. Furthermore, ensuring the practical relevance of these materials beyond the project's duration is essential to maintain their value.

Looking ahead, the project has opportunities to leave a lasting impact through its resources and materials, which could inform future wildfire management initiatives. Additionally, its alignment with EU strategies presents opportunities for influencing policy and advocating for effective wildfire prevention at the national and EU levels.

At the same time, there are several threats to the project's long-term success. The loss of trust in social media platforms like X could hinder the project's visibility and ability to engage the target audience. Luckily, the emergence of new social media platforms has opened up fresh opportunities and channels, giving us the chance to effectively engage and reach our audience moving forward.

## 4. Strategic guidelines for communication

The communication approach for the FirEURisk project remains aligned with the strategies detailed in D6.6: Communication Plan - v1. The mission and vision achieved over these four years are:

### Communication mission:

To showcase the project's insights, outcomes, and results through diverse online and offline channels, ensuring broad and effective dissemination.

### Communication goals:

- Make all project materials, findings, and resources accessible to stakeholders and the public, ensuring they remain relevant and usable for wildfire management and prevention even after the project's conclusion.
- Leverage the strong social media presence and new platforms to continue engaging with audiences, raising awareness, and promoting ongoing discussions about wildfire risk management and prevention.
- Advocate for the implementation of the project's findings in wildfire policies and practices, ensuring the knowledge gained through FirEURisk has a lasting impact on EU and national wildfire strategies.

## 5. Stakeholders and target audiences

The audiences have remained largely the same since the beginning of the project. Below is Table 2, which outlines all the target audiences and how they were impacted (from the D6.6: Communication Plan - v1).

*Table 2. Stakeholders & target audiences of the FirEURisk project*

Stakeholder/target audience	Example profile	Relevance for FirEURisk	Stakeholder/target audience's interest for FirEURisk	Channels, materials & actions
Policy and regulation makers (EU, national & regional level)	Policy makers working amongst EU forest policy and risk management policies, land management regulators	Policy makers on different levels have direct influence over regulations on forest use and management.	FirEURisk can provide them with recommendations and tools for improved policies regarding wildfire risk management.	Policy briefs and factsheets, infographics, webinars, round-table discussions
Scientific community	Researcher working in a related project funded in the Green Deal Programme.	Fostering collaborations within the EU as well as internationally, attracting external knowhow to benefit the project.	Receiving new holistic information about wildfire risk management, building collaborations with the diverse stakeholders in the FirEURisk consortium.	Direct contact, research papers, newsletter, infographics, webinars, round-table discussions, conferences
First responders (e.g. civil protection, fire officers, forest department pilots, military)	Fire officer in a Portuguese town, working in local civil protection.	First responders have first-hand experience from wildfire risk management and training. They can apply the FirEURisk solutions in practice.	Having clear, consistent and efficient protocols about wildfire prevention, preparedness, and management.	Training materials and operational guidelines, training on our pilot sites, newsletter, press actions (see section 5), webinars, round-table discussions
Landowners and managers (e.g. private and public landowners, forest managers, land tenants, local authorities)	Forest manager in Germany. Makes decisions about the use and management of certain forested areas.	Land managers have direct influence on land use and management. They can implement the wildfire risk management system on their lands.	Receiving valid assessments on the effects and costs of different management options, understanding which ones work best for them.	Newsletter, press actions, webinars, round-table discussions



Local communities affected by wildfires	Citizen living in a peri-urban area in Greece, in which wildfires occur regularly.	Testing and assessing communities' vulnerability and coping capacity in the case of wildfires and strengthening their adaptive capacities and overall resilience at the wildlife-urban interface (WUI).	The solutions designed in FirEURisk can help reduce the impacts of wildfires on local communities.	Training materials, preparedness and safety measures, press actions, infographics
General public (e.g. citizens of urban and rural communities, teachers and local leaders)	Citizen in Sweden who has seen and read news about wildfires but doesn't have personal experience on the topic.	Raising awareness around the project topics in Europe, also in areas in which the risk of wildfires isn't currently very high. Wildfires affect more and more countries and thus reducing their impacts will benefit a vast amount of people.	Staying safe. Understanding how to act in the case of wildfires. Recognising the circumstances in which wildfires occur and thus being able to avoid (causing) them.	Press actions, infographics
Civil society (e.g. professional bodies, scouts, foundations, training centres, charities, NGOs)	Training centre for first responders in Southern Spain.	They can channel the outputs of the project in the training they provide.	Minimising the impact of wildfires in their area of operation. Providing the best possible training, incl. protocols and strategies that have been proven to work efficiently to first respondents.	Training materials and operational guidelines, press actions, webinars, round-table discussions, training on our pilot sites
Industry (e.g. pulp and paper, communication and power, house construction, tourism, insurance, equipment developers)	Large company working in the pulp & paper industry located in Portugal, but with international sales	Ensuring the exploitation of the project outcomes and the development of novel industrial innovations; building new collaborations.	Understanding the economic impacts of wildfires and how to prevent and prepare for them supports efficient production planning and helps in securing income & jobs.	Guidelines on the protection of industrial areas, campsites and power lines, infographics, webinars, round-table discussions, conferences

## 6. Channels of communication

Although the presence on the initially established channels has been maintained, some changes have occurred since M24. One of the most significant changes is that X has seen a decline in influence, partly due to shifts in user engagement and evolving platform policies. Consequently, an account was created on Bluesky. (Further details can be found in section 6.2.3.).

### 6.1 Website & blog

The FirEUrisk website (<https://fireurisk.eu/>) remained the key tool to find all materials, information, resources, and now outputs and final products as well. New sections have been created for disseminating resources (such as the FirEUrisk WIKI and the open platform), and all tabs have been completed with information regarding Pilot Sites Demonstrations, webinars, and training events. Additionally, all requested materials from partners have been uploaded, engaging different audiences and generating high traffic over the last few months.

#### 6.1.1 Impact achieved via the website & blog

By M48, more than 20,600 users have visited the FirEUrisk website, spending an average of 1 minutes and 15 seconds on it during their visits. A detailed diagram of website users over the last four years of the project can be found below (figure 2).

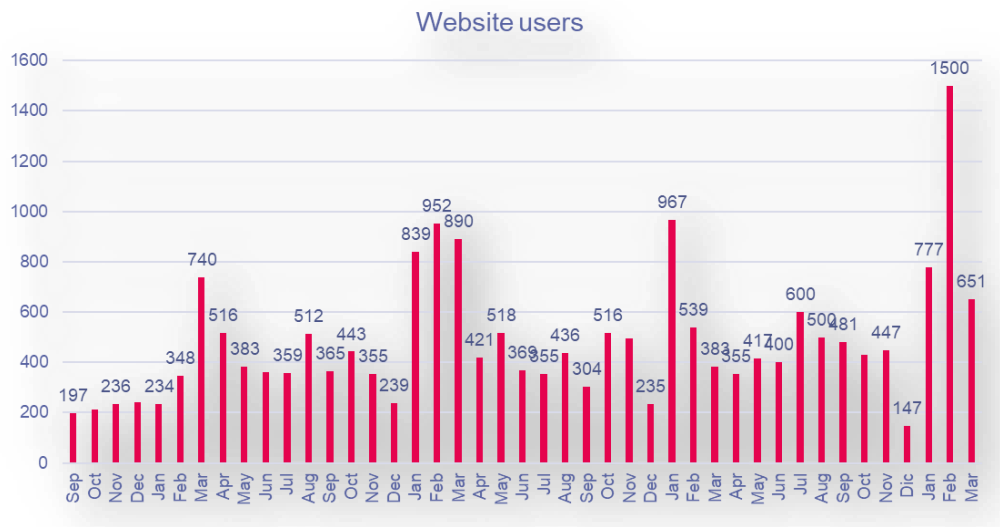


Figure 2. A detailed diagram breaking down the number of users checking our website since 2021.

New blog posts were produced, including interviews with some of our partners to highlight interesting topics related to the project outcomes. One article focused on the special conditions faced by our partners in Ukraine, who have endured the ongoing war throughout the project's duration. Additionally, there were blog posts detailing various products developed within the project. By M48, 20 articles had been published on the blog, attracting nearly 4,400 views from visiting users. Screenshots of the latest blogs can be found below (Figures 3a & 3b).



Figures 3a&3b. Screenshots from the latest FirEUrisk blogs.

## 6.2 Social media

Social media has been a key channel for promoting FirEUrisk, particularly due to the international nature of the project. In a competitive digital environment, it can be challenging to capture the attention of users, especially when discussing something as specific as European projects. However, the focus of our project on wildfires and their global impact, not just in Europe but worldwide, has been a crucial factor in attracting significant attention over the years.

A social media style guide was created at the beginning of the project to maintain a consistent tone across messages and content. This guide provided directions on the tone used on social media as well as the type of content published. It was reviewed annually to ensure its relevance and accuracy (included in the D6.6: Communication Plan - v1).

As previously noted the project has accounts in [X](#), [LinkedIn](#), [BlueSky](#) and [YouTube](#). In recent months, following the exodus from X due to internal changes on the platform, a decision was made to open an account on BlueSky, a similar tool to X but considered more reliable and professional.

The purpose of each of the chosen social media channel is explained below.

### 1.1.1 X (former Twitter)

The aim of the [@FirEURisk X](#) account was to generate interest around the project topics and reach out to (potentially) interested stakeholders. As X used to be up-to-date social media channel, particularly for topical events such as natural disasters, it was being used to stay on top of current wildfire related conversations and to promote the progress of the project on a weekly basis. An editorial calendar was created for each month, including content about both FirEURisk as well as related topics. In addition, to content publication, regular community management was carried out to foster interaction and engagement amongst the project's followers. The project's X account was used to reach out to most of the target audiences. Also, to serve the aim of promoting the project research and activities, all partners' accounts were followed, and their project-related tweets being retweeted by the project X account. Below, screenshots of the posts with the most impressions in the last few months can be found in figures 4a and 4b.

A second account, originally created to share news about disaster risk reduction (DRR) under the name [@AgainstDisasters](#). This allowed us to amplify our reach and engage a wider audience.

Lastly, Scienseed's Impact Boost tool was used on both accounts, leading to significant growth. However, this growth slowed considerably once we were no longer able to use it. Despite this, we have continued to achieve strong results on the platform and mitigated some of the impact by opening a BlueSky account.

### 6.2.1 LinkedIn

The [FirEURisk LinkedIn account](#) has been used to reach a more formal and professional audience. Synergies have been established with universities, researchers, and other EU-related projects. The content shared on LinkedIn has been similar to that on X, but with more thorough and in-depth descriptions of papers, events, and other project-related outputs.

### 6.2.2 YouTube

All audio-visual materials produced in FirEURisk, such as the initial motion graphic animation to present the project, the online trainings being organised as part of the project activities, and the final video to wrap up the project, was uploaded to the project's [YouTube channel](#). The links to the different materials are distributed via X, BlueSky, and LinkedIn, and the videos are also embedded on the project website.

### 6.2.3 BlueSky

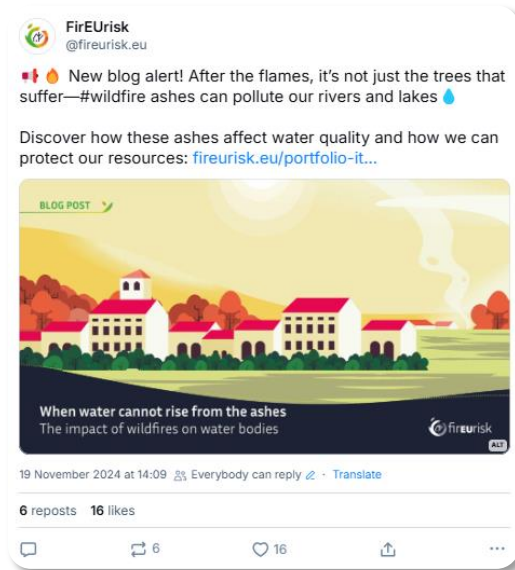
An [account on BlueSky](#) was created at the end of 2024, following a significant shift of users from X due to concerns over policy changes, content moderation, and platform stability. The account was used to replicate the content shared on X and LinkedIn. So far, the account has experienced significant growth, with most followers being universities, scientists, and other relevant stakeholders. While the potential growth of this social media platform was initially uncertain, it has proven to be a promising alternative to X.

### 6.2.4 Impact achieved via social media

FirEUrisk has been actively sharing textual and visual content on X and LinkedIn, including news updates, articles, blog posts, and information about upcoming events, with posts made 2-3 times per week. Examples of the latest content published on X and LinkedIn can be found below in figures 4a, b, c, d, e.



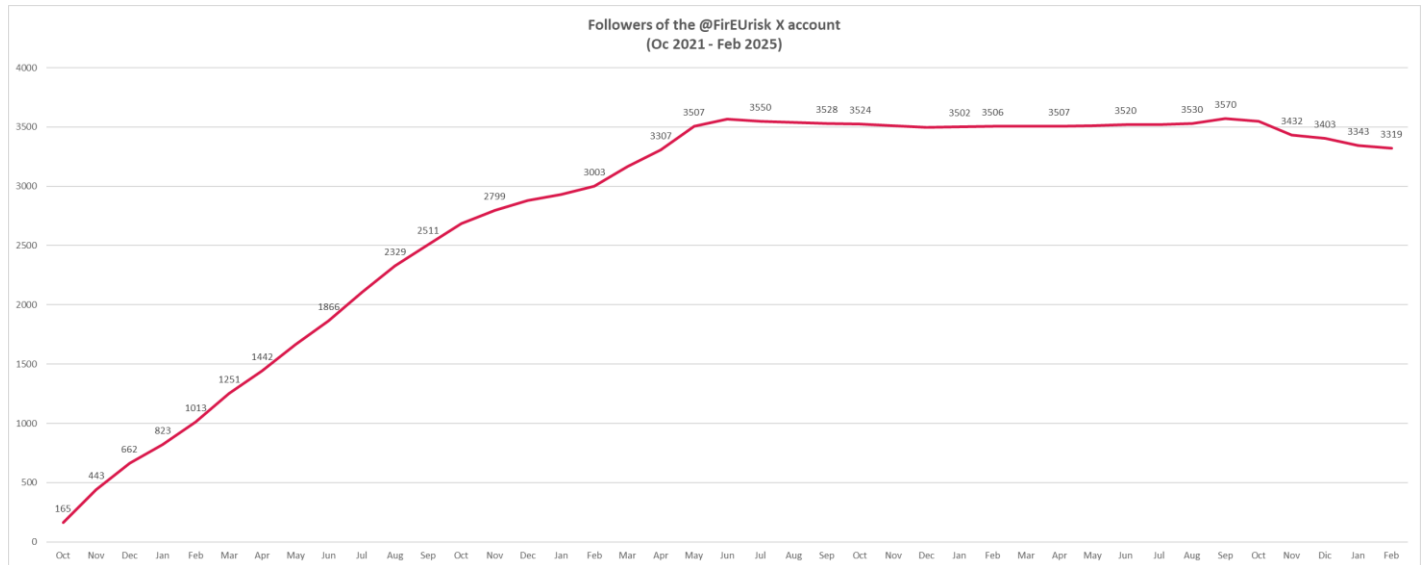
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Figures 4a, b, c, d, e. Screenshots of the latest posts from FirEUrisk X, BlueSky and LinkedIn accounts.

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By M48 of the project, the @FirEURisk X account had gained more than 3.000 followers. The development of the follower count of the account can be viewed in figure 5 below. The visibility of the X account has been extremely good: the published content has been viewed more than 366.000 times (impressions), with an average engagement rate of 4,40%, which is a good result for an X account.



*Figure 5. Development of the follower count of the project's Twitter account.*

On LinkedIn, by M48 of the project, FirEURisk has 1,219 followers (see figure 6 below regarding the follower count). The content published on the LinkedIn page has been seen almost 152,000 times and its average engagement rate is 7,5%, which is a good indicator of the followers being interested in the content published.

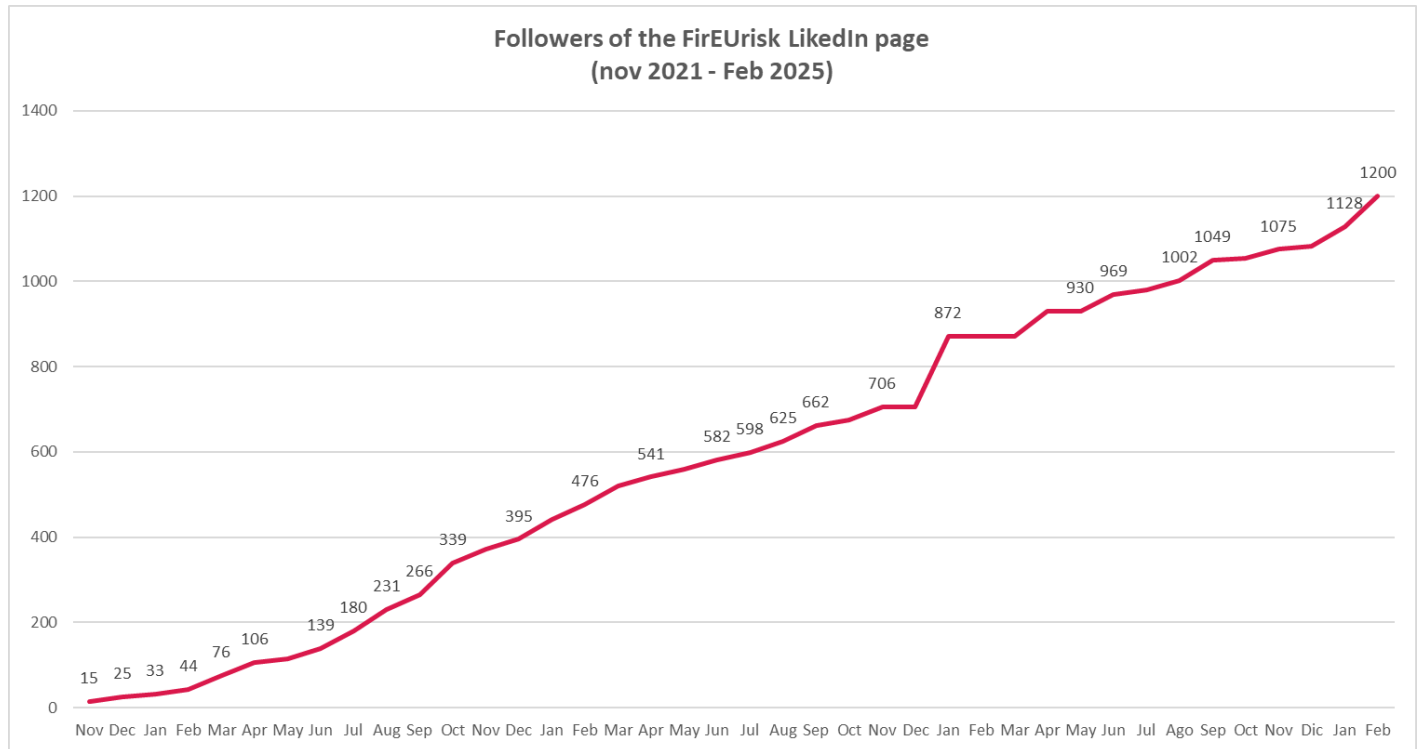


Figure 6. Development of the follower count of the project’s LinkedIn page.

By the end of the project, Bluesky had gained 500 followers with just 32 posts. However, unlike other social media platforms, Bluesky did not offer detailed analytics such as engagement rates or impressions at that time. This limitation made it challenging to accurately measure the reach and impact of our content. Despite this, the growth in followers and interactions suggested consistent interest from stakeholders.

In general, strong results have been achieved in terms of followers, engagement rates, and impressions, as shown in the table at the end of the document.

### 6.3 Press actions

Throughout the FirEUrisk project, press releases were disseminated in multiple languages, including English, Portuguese, Romanian, and Croatian. These releases garnered international media attention, highlighting the project’s commitment to addressing wildfire challenges across diverse European regions.



### 6.3.1 Impact achieved via press actions

Over 120 press media hits have been achieved throughout the project. Press releases were published in several languages, allowing for international media coverage. Since the summer of 2024 was relatively stable in terms of wildfires, a specific summer press statement was not released. Had it been, it is likely that the KPI of 150 press media hits would have been met. However, European projects generally receive low media coverage, and FirEUrisk succeeded in this regard, as wildfires remain a pressing issue that consistently draws media attention every summer. To find all press media hits, please visit our website (<https://fireurisk.eu/pressbook/>), where we have compiled and showcased the relevant media coverage. A screenshot of this coverage is displayed in the figure below.

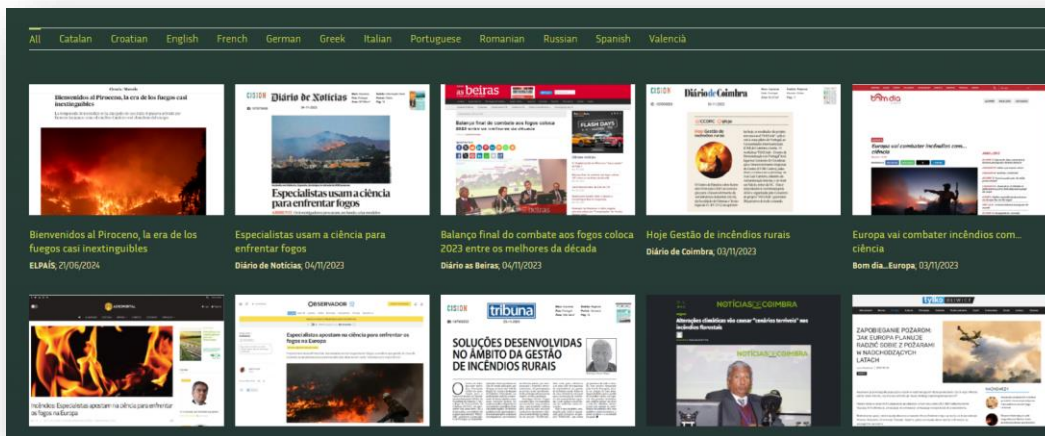


Figure 7. Screenshot of the press media hits on the project website.

Recognition has also been gained from CORDIS (Community Research and Development Information Service), the European Commission's primary platform for disseminating information about EU-funded research projects and their outcomes. FirEUrisk has been included in their upcoming CORDIScovery podcast, which highlights innovative EU research projects, offering insights into their objectives, progress, and impact. However, the podcast has not been published yet, so no figure is included at this time.

### 6.4 E-newsletter

An internal newsletter is an important communication tool for a project like FirEUrisk as it ensures that all partners are consistently updated on the project's progress, upcoming events, and key outcomes. It helps maintain alignment

among the team and fosters a sense of collective involvement. Although the production of a fourth newsletter was considered, the low response from partners led to the conclusion that it was not necessary.

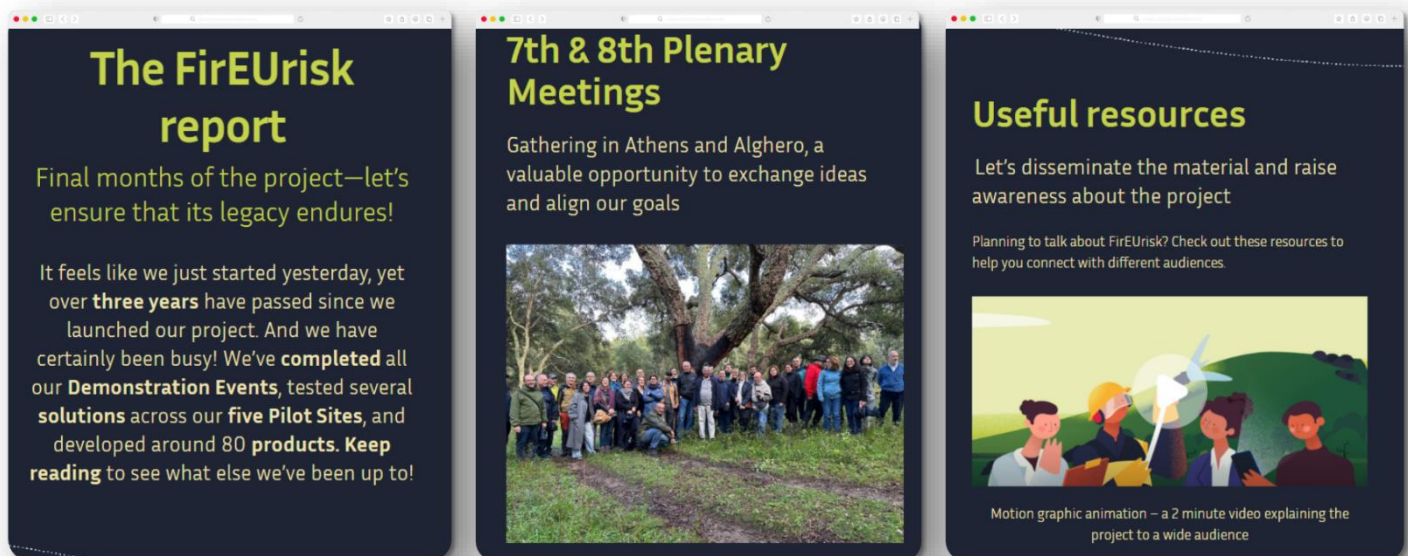
#### 6.4.1 Impact achieved via the newsletter

A total of three internal newsletters were produced, although their impact was relatively lower compared to other communication actions. The third newsletter was distributed via email to all project partners and covered the latest updates within FirEUrisk, including the plenary meeting, recent outcomes and products, the poster created for the 8th plenary meeting, and useful resources for partners to disseminate the project (see figures 8 a, b, c below). The newsletters are available at:

[www.fireurisk.eu/newsletter-01/](http://www.fireurisk.eu/newsletter-01/)

<https://fireurisk.eu/newsletter-02/>

<https://fireurisk.eu/newsletter-03/>



*Figures 8 a, b, c. Screenshots from the third internal FirEUrisk newsletter.*

#### 6.5 Printed and audio-visual materials

Since M24, fewer printed and audiovisual materials have been created compared to the initial phases of the project. This is expected due to the natural progression of the project, where an initial batch of materials was produced early on, with additional content created as needed over time. Nevertheless, a poster featuring the integrated risk management diagram and project results was produced and used for dissemination at several workshops.

A final video was also created to summarise the progress and achievements of FirEUrisk. Material for the final video have been recorded during some of the consortium meetings (General Assembly (GA) organised in Coimbra, Portugal

in 2022 and Alghero, Sardinia in 2024). This includes video footage from the meeting and from a field trip completed during the GA, as well as interviews to project partners.

#### 6.5.1 Poster

A poster was created for a FIRELOGUE event and includes the fuel maps from the pilot sites, as well as the integrated risk management diagram. Additionally, it features a QR code that provides access to a complete overview of all the products developed throughout the project, allowing viewers to explore the project's full range of outputs.

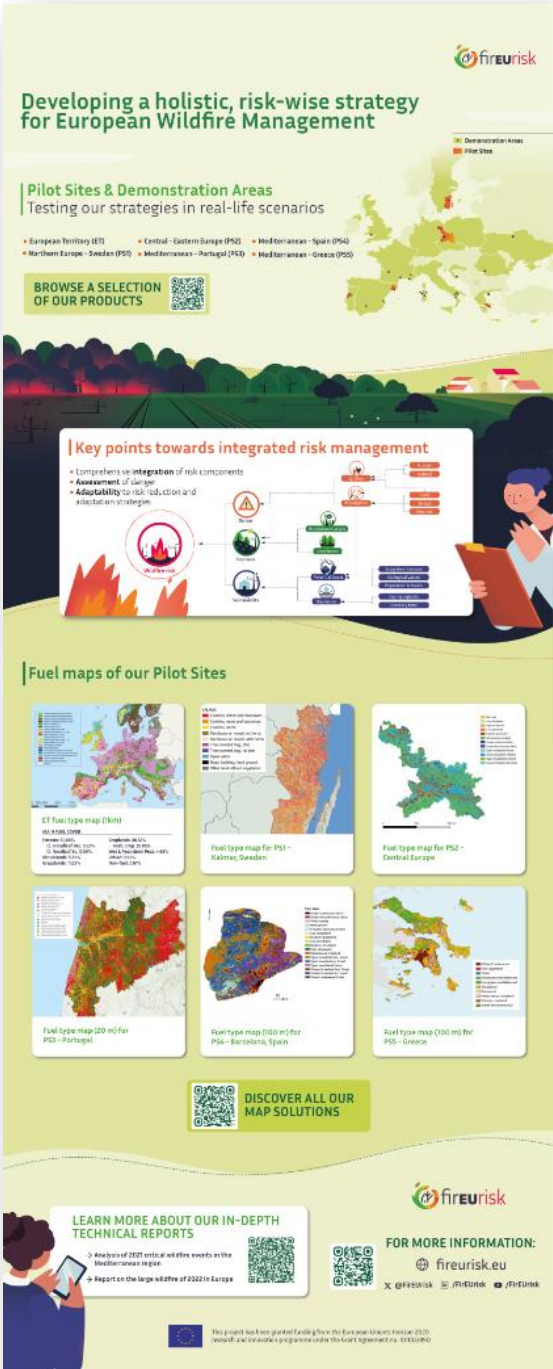
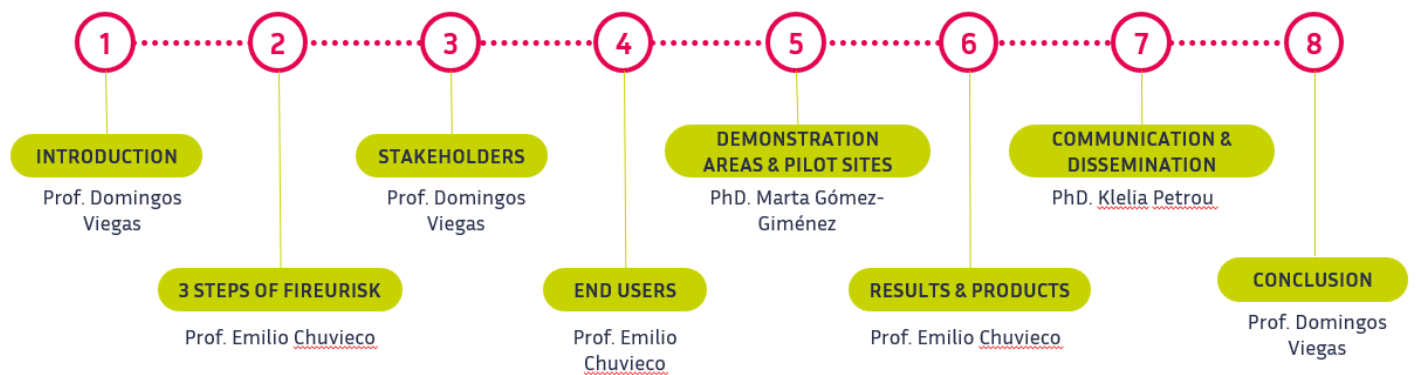


Figure 9. The poster for results dissemination.

## 6.5.2 Final Video

### 6.5.1 Poster

A final video (Deliverable D6.10: Final Project Video) was produced and submitted by M48, which includes a compilation of interviews with project partners, footage from events and pilot sites, key results, and all relevant information needed to fully understand the project. Below is a detailed structure of the video, along with two clips from the video (Figures 10a, b, c).



Figures 11 a, b, c. A detailed structure of the video, featuring interviews from each part, along with two clips from the final video.

## 6.6 Communication support for events

Continued support has been provided through the creation of banners, the uploading of relevant information to the website, and the dissemination of event details via social media channels. These included Demonstration Events, Pilot Site Demonstrations, Online Webinars, Training Sessions, and Plenary Meetings. Support has been provided through the design of specific materials on demand, such as the poster mentioned above, roll-ups, and banners for PowerPoint presentations. All events can be found on the website (<https://fireurisk.eu/events/>).

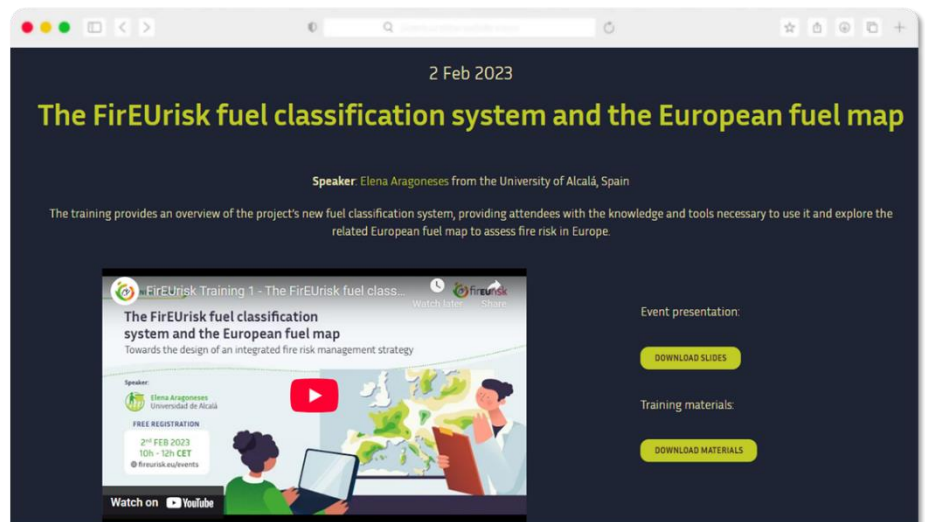
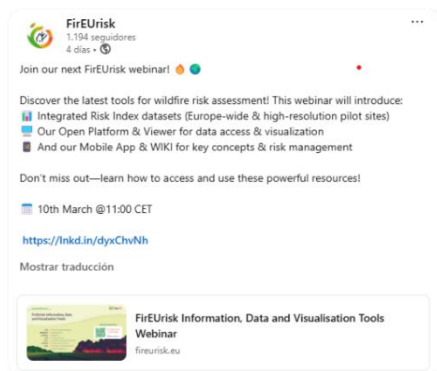
### 6.6.1 Provided support for events

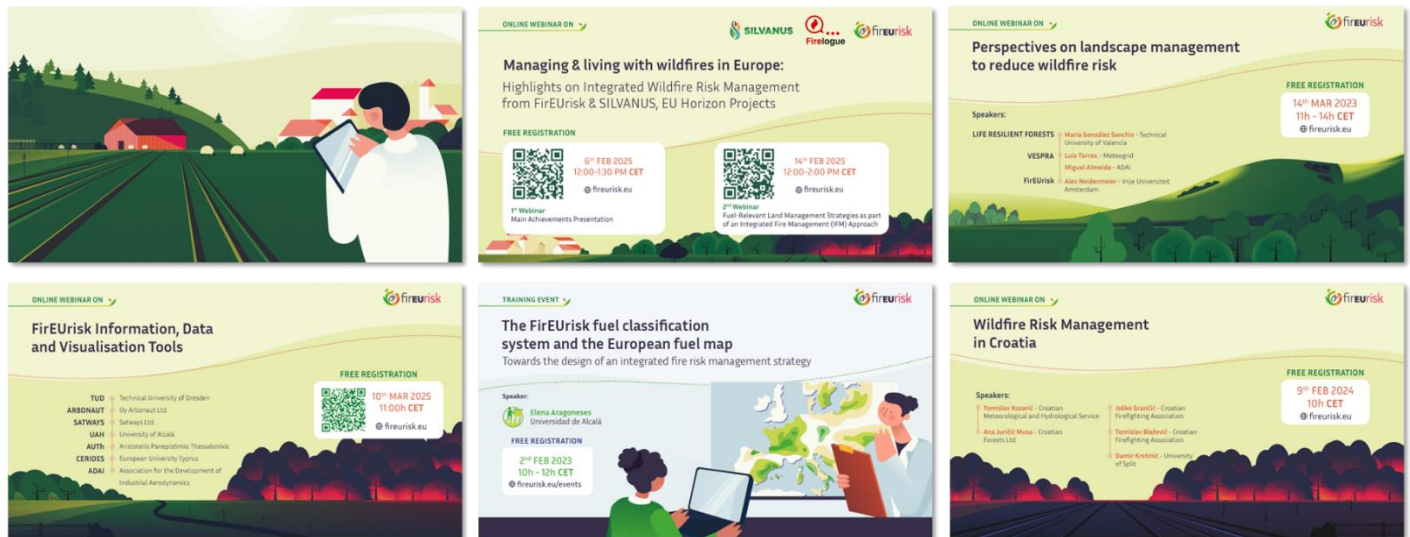
By M48, the following events have been provided with support in terms of materials or website and/or social media promotions. Examples of promotional materials can be seen below in figures 12 a, b, c, d, e, f, g, h, i.

- 29 September 2021: Webinar “Future fire scenarios and biodiversity”
- 2 December 2021: Webinar “Major Fires events of 2021 in the Mediterranean Basin”
- 16 March 2022: Webinar “An Integrated Program of Wildfire Risk Management – The Case of Portugal”
- 21 March 2022: Joint webinar by FirEURisk and the RESPOND-A project called “Fire and Crisis Management”
- 30 March-1 April 2022: FirEURisk plenary meeting in Coimbra, Portugal
- 5-6 May 2022: Wildfire Risk Management Project Clustering Event
- 27 June-2 July 2022: Presentation of FirEURisk by GMV in the TERRAenVISION conference
- 10-12 October 2022: FirEURisk plenary meeting and symposium “Forest Fires in Central Europe – Preparing for a New Reality” in Dresden, Germany
- 2 February 2023: Training event “The FirEURisk fuel classification system and the European fuel map”
- 20 February 2023: Webinar “Spanish strategy of fire risk assessment, reduction and adaptation”
- 22 February 2023: Training event “Mapping the Wildland Urban Interface (WUI)”
- 14 March 2023: Joint webinar by FirEURisk and the LIFE RESILIENT FORESTS and VESPRA projects called “Perspectives on landscape management to reduce wildfire risk”
- 27-29 March 2023: FirEURisk plenary meeting “From strategy to action: Towards better wildfire risk management” in Lleida, Spain
- 20-23 June 2023: Participation of FirEURisk partners in the Splitech conference (International Conference on Smart and Sustainable Technologies) in Split, Croatia (coming up)
- 3 November 2023: Pilot Site demonstration event “Advancing fire risk assessment, reduction, and adaptation”
- 26 January 2024: Pilot Site demonstration event “Showcasing resources for wildfire risk management tested in Central Europe”
- 9 February 2024: Online webinar on “Wildfire risk management in Croatia”
- 5-7 March 2024: Plenary meeting “Facing the final year: lessons learned and expected results”
- 7 May 2024: Pilot site demonstration event “Future risks in Northern Europe”

## D6.8 – Communication plan – v.3

- 12 June 2024: Pilot site demonstration event “FirEURisk approach and products for addressing fire risk in wildland-urban interface areas
- 16 September 2024: Demonstration event “Critical assessment of the methods developed within the project”
- 1-3 October 2024: Plenary meeting “Strategic roadmap to project completion: key milestone and final results”
- 8 November 2024: Training event “Guidelines and tool for extreme fire and fire in WUI management”
- 6 & 14 February 2025: Online webinar on “Managing & living with wildfires in Europe”
- 25 February 2025: Training Event “Understanding climate scenarios and data for wildfire studies: Key concepts and best practices”.
- 10 March 2025: Online webinar on “FirEURisk Information, Data and Visualisation Tools Webinar”
- 20-21 March 2025: Final plenary meeting: Lessons learned and future prospects.





Figures 12 a, b, c, d, f, g, h, i. Examples of promotional support given to different events and/or meetings organised by the project since M24.

## 6.7 Communication support for project outcomes

The website has been continuously updated with new materials and project outcomes over the past four years. All resources produced for events are included there and can be easily accessed through the various sections. Most of these materials are available for consultation and download, ensuring easy access to valuable information.

The website also includes an operational platform that supports joint coordination, professional training, and exercises, uniting various stakeholders to tackle critical wildfire management tasks. It encourages collaboration and knowledge exchange among all participants involved in wildfire risk management. Examples of newly added material in recent months can be found below.

In conclusion, the FirEUrisk website has transformed into a central resource, providing a wide array of materials and tools developed during the project to bolster and further wildfire risk management initiatives across Europe.





Figures 13 a, b, c. Examples of the products on our website.

## 6.8 FIRELOGUE efforts

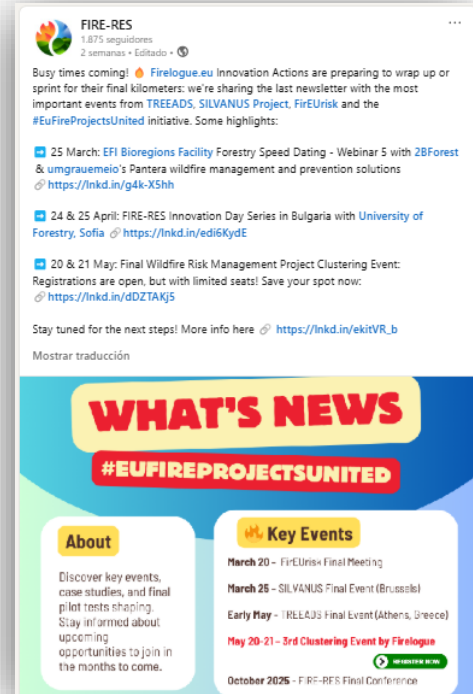
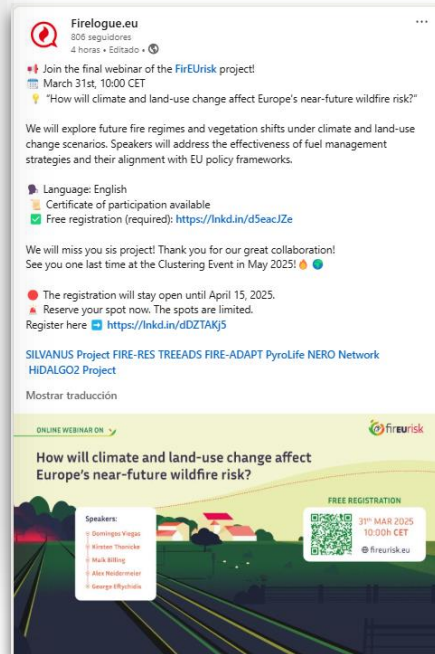
Over the course of the four-year project, FirEUrisk has built strong connections with other EU-funded initiatives focused on wildfire risk management. One of the most significant collaborations has been with the FIRELOGUE project. Since M24, FirEUrisk and FIRELOGUE have collaborated on several initiatives to improve wildfire risk management in Europe.

### 6.8.1 Activities completed as part of the FIRELOGUE collaboration

In June 2024, a poster (mentioned in section 6.5.1) featuring the Integrated Wildfire Approach diagram was created for the Civil Protection Forum in Brussels. Additionally, support was provided for the dissemination and communication of a webinar organized by the FirEUrisk and SILVANUS consortiums, with assistance from FIRELOGUE. Contributions are also being prepared for an upcoming clustering event aimed at bringing together fire-related projects and facilitating knowledge exchange.

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Moreover, active engagement on social media platforms has involved sharing knowledge, reposting content, and fostering discussions with FIRELOGUE. Below are a few examples of collaborations, cross-promotion for the clustering event, and instances of FIRELOGUE’s account reposting our webinars and disseminating them to their followers (figures 14 a, b, c).



Figures 14 a, b, c. Examples of collaboration in terms of social media content with the FIRELOGUE project and the EUFireProjectsUnited cluster.

## 7. Communicating key messages

In the initial version of D6.6: Communication Plan, a list of the different target audiences and stakeholders we aimed to impact throughout the four years of the project was provided. Below is a table with examples of how these audiences were engaged over the years.

*Table 2. Key messages for different target audiences*

Audience	Key messages
Scientific community	<ul style="list-style-type: none"> <li>FirEUrisk focuses on advancing wildfire risk management within the scientific community by conducting research that improves understanding of wildfire behavior, risk assessment, and mitigation strategies. It aims to provide real insights (such as papers, publications, and tools) to improve prevention and response measures, fostering collaboration among researchers, policymakers, and practitioners.</li> </ul>
First responders	<ul style="list-style-type: none"> <li>The project focuses on equipping first responders with the tools and knowledge needed for effective wildfire management. Through resources like the "Handbook of Guidelines for Firefighters," FirEUrisk provides practical information on fire behavior, risk assessment, firefighting strategies, and safety measures to ensure the protection of personnel during operations. These materials aim to improve operational efficiency and safety for first responders in the field.</li> </ul>
Landowners & managers	<ul style="list-style-type: none"> <li>FirEUrisk focuses on helping landowners and managers integrate wildfire risk management into their practices. The project provides tools, guidelines, and research to support sustainable land use strategies that reduce wildfire risks. It emphasizes the importance of preventive measures, such as controlled burns and proper vegetation management, and ensuring alignment with policies and regulations that promote resilience.</li> <li>The project empowers landowners with the knowledge to protect the environment, local communities, and the long-term health of the land.</li> </ul>
Local communities affected by fires	<ul style="list-style-type: none"> <li>The outcomes and results of the FirEUrisk project can help affected communities reduce the impact of wildfires in the future. Additionally, the development of various tools, including a mobile app, aims to improve</li> </ul>

	wildfire risk awareness and support communities in taking proactive measures to mitigate risks and improve preparedness.
General public	<ul style="list-style-type: none"> <li>FirEURisk has worked to raise wildfire risk awareness among the general public by creating accessible resources and organizing events to share vital knowledge. The project has developed visual content, like motion graphics, to simplify complex wildfire management information, helping communities better understand risks and take preventive actions.</li> </ul>
Civil society	<ul style="list-style-type: none"> <li>FirEURisk aims to empower civil society by providing valuable tools and knowledge to help communities better understand and manage wildfire risks. The project promotes public engagement through educational resources, events, and campaigns that encourage active participation in wildfire prevention, mitigation, and preparedness.</li> </ul>
Policy & regulation makers	<ul style="list-style-type: none"> <li>The Project provides policy and regulation makers with research-based insights and practical solutions to improve wildfire risk management strategies. The project emphasizes the need for evidence-driven policies that integrate wildfire prevention, mitigation, and response measures.</li> </ul>
Industry	<ul style="list-style-type: none"> <li>FirEURisk offers industry stakeholders valuable insights and tools to enhance wildfire risk management practices. By integrating advanced research and innovative technologies, the project supports the development of effective strategies for wildfire prevention, suppression, and restoration. Collaborating with diverse partners, FirEURisk fosters knowledge exchange and the creation of solutions tailored to industry needs, aiming to improve resilience and safety in wildfire-prone regions.</li> </ul>

## 8. Actions & KPIs

The communication actions and KPIs established at the beginning of the project are measured after these four years in the following table: Table 3.

*Table 3. Communication actions and KPIs*

Category	Action	Quantity/frequency	Creation KPI	Impact KPI	Achieved impact
Communication plan	Revisions of plan	Three revisions in total	Communication plan revisions delivered: 1) by the end of M24 (the present deliverable D6.7) 2) by the end of M36 (not an official deliverable) 3) by the end of M48 (D6.8)	-	-
Press actions	Press releases	2-3 press releases per project year	2-3 press releases to be sent per project year (inc. international press releases about the whole project and partner institution press releases containing FirEURisk-related news of local/national scope)	> 150 media appearances in total	> 120 media appearances by M48
Website	Website maintenance and updates	As needed	Continuous updating & maintenance throughout the project	9.000 users in total  1:15 minutes on average spent on website by end of project	20.600 users by M48  1:15 minutes on average spent on website by M48



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003890.

	Blog posts	6 per project year	6 blogs published per project year	2.000 blog views in total throughout the project	4.400 views by M48
Social media	Campaigns	1 per project year	1 campaign per project year	At least 20,000 impressions in total	Around 2.000 impressions to campaign content published on the FirEUrisk accounts (as part of EUFireProjectsUnited)
	Regular content creation and community management	Continuous	Posting of original content, at least:  - 2 Tweets/week - 1 LinkedIn post/week	By end of project:  5.000 followers on X & LinkedIn in total  X: - 6.000 monthly impressions on average - 4-5% monthly engagement rate on average  LinkedIn: - 3.000 monthly impressions on average - 8-9% monthly engagement rate on average	By M48:  X: - 3.300 followers - 9.100 monthly impressions on average - 4,80% monthly engagement rate on average  LinkedIn: - 1.200 followers - 3.700 monthly impressions on average - 8% monthly engagement rate on average
Audiovisual materials	Final video	1 at the end of the project	Delivered by M48 (March 2025)	At least 200 views within the 3 months after the project	-
	Motion graphics animation video	1 at the beginning of the project	Delivered by M6	At least 6.500 views by the end of the project	Around 6.679 views by M48

	Infographics	1 at the beginning of the project	Delivered by M6	- Presentation in 3 conferences or meetings - 800 views online by the end of the project	<p>Both materials: Infographics and brochure have been printed and handed out in different occasions (e.g., project plenary meetings and symposium in Dresden)</p> <p>Due to technical issues, tracking of online material views didn't function until M21. By M48, the materials have been viewed 600 times, which makes it safe to assume that the real number would be higher.</p>
	Brochure	At least 1 (at the beginning of the project)	Delivered by M6	- Suitable number printed and distributed according to partner requirements - 800 views online by the end of the project	
Internal newsletter	Newsletter editions	Once per project year	One newsletter per project year	<p>80 users per newsletter on average</p> <p>An average reading time of 0:50 minutes</p>	<p>Last edition of newsletter:</p> <p>- 37 users</p> <p>- Average reading time of 1:29 minutes</p> <p>The newsletter has not performed as well as originally expected. We left open the possibility of a fourth internal newsletter, but the partners did not consider it necessary,</p>

					as they do not see it as an essential channel.
Networking	Liaisons with other EU funded projects	During suitable milestones	At least 6 projects/initiatives/similar liaised with by the end of the project	-	More than 6 projects liaised with by M48
	Event organisation	During suitable milestones	At least 1 event organised per remaining project year	At least 20 participants/registrations per event	Each year were organised at least 3 networking events.  Between 100-200 participants/registrants per event by M48  In all the recent webinars, we had around 200 attendees, so we have largely achieved this KPI.



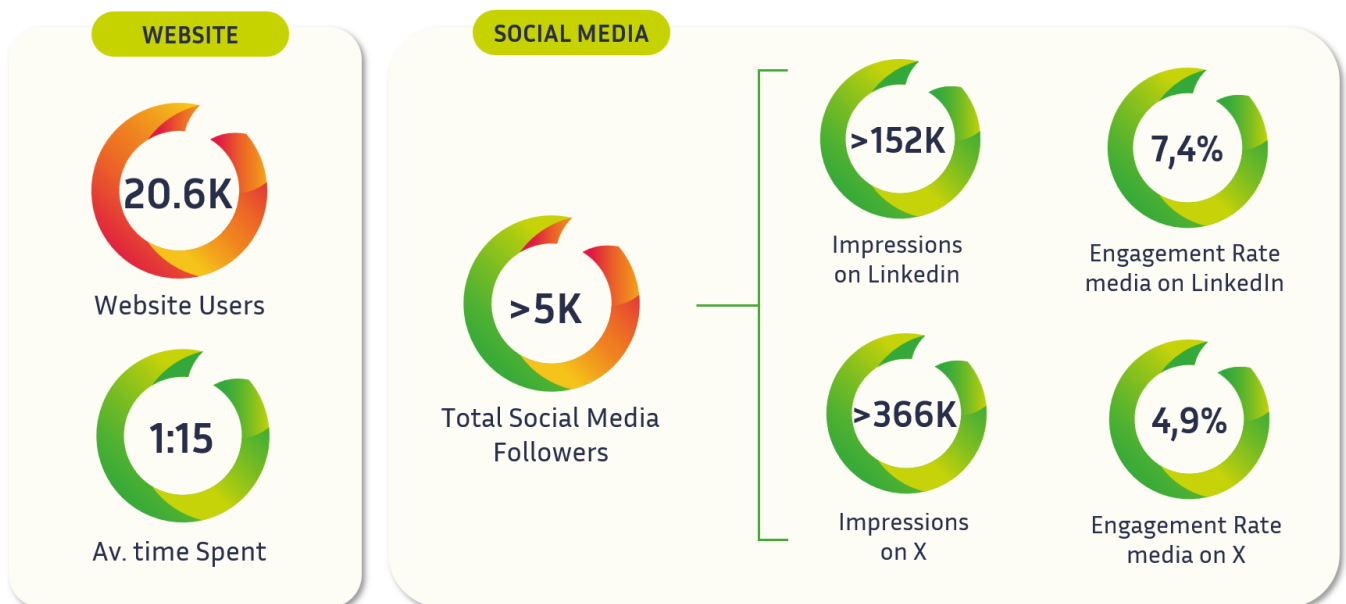
## 9. Impact & monitoring

The communication plan has been regularly reviewed to assess the progress of actions and the effectiveness of KPIs. After four years, the results have significantly exceeded initial estimates, indicating that the communication efforts have been successful. This is the final revision delivered to the European Commission at month 48 of the project (March 2025).

The monitoring of communication actions and their impact occurs at the following intervals:

- **Monthly:** The communication leader, Scienseed, reviews the actions from the previous month and plans for the upcoming month during the Work Package 6 meetings.
- **Quarterly:** A review of the past three months' activities is included in the periodic reports to the consortium and the European Commission.
- **(Bi-)annually:** During the project's general consortium meetings, a review of the previous six months takes place, followed by planning for the next period.
- **End of each reporting period:** A detailed evaluation of actions and their outcomes is presented to the Commission for review.

The project's impact in numbers by M48:



*Figures 15 a, b. Total numbers on the FirEUrisk website and social media.*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003890.

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## 10. Conclusions

This latest version, rather than being just a plan, is a revision reflecting what has been successful in terms of communication over the past four years. As demonstrated by our audience engagement and impact, the project has been highly successful, particularly for a European initiative involving numerous partners and such challenging outputs to disseminate. What initially appeared to be a project primarily focused on scientists involved in wildfire management has, in fact, reached a much broader general audience. Conversations have consistently been fostered on social media, a substantial following has been built, and numerous media mentions have been garnered.

The project has been disseminated across various international platforms, from television to scientific journals, podcasts and traditional newspapers. Its visibility has not only contributed to raising awareness about wildfire management but also highlighted the importance of collaborative efforts to tackle one of Europe's most pressing environmental challenges. This third and final revised version is submitted as deliverable D6.8- Communication plan-v.3 in M48.

